

FOR IMMEDIATE RELEASE

Hip Hop Legend DMC to Visit Tekserve Audio Video Room July 23rd

New York, NY July 15, 2010 – Connect with Darryl “DMC” McDaniels on July 23rd at Tekserve. He’ll be showcasing his new Playlist Contest and talking about music-making tech.

DMC is a twenty-time Platinum recording artist and Rock and Roll Hall of Fame inductee and co-founder of the legendary hip-hop group Run-DMC. He’ll be at Tekserve on Friday, July 23rd from 4 – 7 pm. Tekserve is located at 119 W 23rd St near the corner of 6th Ave. in New York City.

DMC partnered with Tekserve, New York City’s largest independent Apple Specialist to promote his new single, “I Got More Songs Than You Do,” out now. Together, they created an interactive playlist contest, DMC Wants 2 Know at tekserve.com/audiovideo, where DMC blogs about technology and the changing shape of the music industry, and judges a user-driven playlist contest.



“What’s exciting about this contest for me is the opportunity to see what other people are playing and listening to,” DMC says in a blog post on the site. “This is something that we can do together and everyone involved can learn a little something about everyone else.”

DMC’s new single, “I Got More Songs Than You Do,” from his upcoming new album *Block Music*, was inspired by the iPod’s role as a 21st century boombox. DMC conceived of the contest as a way to connect with his fans and find out what they are listening to. The video for the single was shot entirely at Tekserve, where DMC has been a long-time customer and friend.

For more information about the project and for related, images, music and video, please visit tekserve.com/audiovideo.

Tekserve is New York’s largest independent Apple store and service facility. Tekserve has been serving the local New York City community for over 20 years, offering the newest family of Macs, iPods and iPads, plus the City’s best selection of accessories, cases, bags, and gear. Tekserve also offers while-you-wait configuration, service and repairs, software, professional audio, video, and graphic solutions, rentals, seminars, training, data recovery, on-site service, and plain ol’ good advice. For more information visit www.tekserve.com or call 212 929-3645.

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